

# **Advocacy: Influencing Others and Selling Ideas**

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## Idea Quality

**Poor**

**Good**

**Advocacy  
Skill**

**Low**

**Lucky  
Break**

**Wasted  
Opportunity**

**High**

**Wasted  
Investment**

**SUCCESS!**

*Create A Need*

*Have A Plan*

*Show Benefits*

*What Happens  
If We Don't Adopt*

## *Create A Need*

- **Pain matters...people pay for aspirin more than vitamins**
- **Explain “why now” for your idea**
- **Know who decides...who can help, who can hurt**
- **Are you credible?**



*Create A Need*

*Have A Plan*

**Make sure people understand what you are proposing**

- **Make it easy to implement**
- **Offer multiple examples of the same concept**
- **Use multiple media**

*Create A Need*

*Have A Plan*

*Show Benefits*

- **Short-term vs. long-term benefits**
- **Answer the WIIFT question for them**
  - **Your WIIFT is not their WIIFT**
  - **Different people have different WIIFTs**
  - **Show people there is a “so what”**
  - **Consistency matters-think “God terms”**

*Create A Need*

*Have A Plan*

*Show Benefits*

*What Happens  
If We Don't Adopt*

- Prepare around objections
- Use vivid evidence
- Have a compelling story